

ELECTRONIC LEAFLET DISTRIBUTION/BROWSING METHOD AND  
ELECTRONIC LEAFLET SYSTEM

BACKGROUND OF THE INVENTION

5 FIELD OF THE INVENTION

The present invention relates to a technique for interactive distribution of leaflets using the Internet and, more particularly, to an electronic leaflet distribution/browsing method and an electronic leaflet system which enable one who wants a leaflet to be sent to sequentially browse leaflets of attending-school or correspondence-class chairs and lecture meetings held by such educational organizations as universities, preparatory schools and private schools on a PC of the one who wants leaflets to be sent through the Internet in descending order of suitability for his or her ability, budget, schedule, etc., thereby enabling the leaflet (electronic leaflet) most suitable for the one who wants sending of leaflets to be obtained in much shorter time, with much less labor and much less costs and to much higher search precision by making the most of interactivity characteristic of the Internet and web browser (browsing software) than by a conventional process of watching and selecting printed leaflets using paper media.

20 DESCRIPTION OF THE RELATED ART

When one wants to attend an attending-school or

correspondence-class chair (curriculum) or lecture meeting held by such an educational organization as a university, a preparatory school and a private school, it is a common practice to pick out and select an appropriate one of educational organizations such as universities, preparatory schools and private schools listed on a directory (town page) and then make a leaflet (print) be sent from the selected educational organization in question such as a university, a preparatory school or a private school on which leaflet the description about a desired chair (curriculum) or lecture meeting (more specifically, the contents of chair (curriculum), term, lecturer in charge, place, fee, the degree of difficulty, etc.) is listed.

From a point of view of educational organizations such as universities, preparatory schools and private schools, such a process of printing leaflets (prints) on paper to bind a book and sending the bound leaflets to those who want them by door-to-door delivery service or by mail needs to be reduced in terms of costs and labor required.

On the other hand, from a point of view of those who want leaflets to be sent, such work of calling an educational organization from which a leaflet needs to be sent and asking for sending of a leaflet by word of mouth (through telephone), or sending facsimile or a post card to an educational organization from which a

leaflet needs to be sent and asking for sending of a leaflet by writing is a great burden on time, cost and labor necessary for asking for sending. In particular, for those who want leaflets to be sent, it is a great burden to find a plurality of educational organizations and individually ask them for sending.

In other words, those who want leaflets to be sent look through various kinds of paper media (prints) to search for necessary education. In addition, since many of educational programs require students to go to places where they are held, constraints on time exist.

As one way of solving such problems, techniques for delivering leaflets through the Internet have become increasingly popular in recent years.

One who is looking for a leaflet first accesses a portal site registered on the Internet through web browser (browsing software) running on a PC (Personal Computer) connected to the Internet to search for a web site which provides desired educational service.

At this time, since enormous volume of search results (i.e. indexes of enormous number of educational organizations as candidates) are ordinarily displayed, one who wants a leaflet to be sent again makes a search by trying with appropriate keywords by himself or herself to narrow down the number of search candidates. Subsequently, he or she moves to a web site presented by the educational organization in question searched by

narrowing down the number to designate various kinds of selection items set using an icon (pictorial symbol) or the like in the web site in question, thereby reading (obtaining) a desired leaflet. At this time, he or she 5 downloads the data of the read leaflet in question (read of information) to have hard-copy of the data by using a printer or the like or preserve the same as electronic data in his or her own PC.

However, contents of a desired leaflet that can 10 be read (obtained) by moving to a web site presented by narrowed-down educational organization for search and designating various kinds of selection items set using an icon (pictorial symbol) in the web site in question are of the same level in many cases as those of printed leaflets and a process of selecting attending-school or 15 correspondence-class chairs (curricula) or lecture meetings held by such educational organizations as universities, preparatory schools and private schools which is executed by one who wants a leaflet to be sent 20 is not at all different from that of obtaining printed leaflets.

Under these circumstances, the work by one who 25 wants sending of a leaflet to sequentially select a leaflet most suitable for his or her own ability, budget, schedule, etc. among attending-school or correspondence-class chairs and lecture meetings held by such educational organizations as universities, preparatory

schools and private schools on his or her own PC is done through ask-oneself and answer-oneself procedures while watching leaflets on the PC one-sidedly without making so many questions to a party to which a request for a  
5 leaflet is made. As a result, even with the Internet or web browser (browsing software), the selection process is not so different from a conventional process of selecting printed leaflets using paper media while watching them and fails to make the most of interactivity characteristic of the Internet and web  
10 browser (browsing software).

SUMMARY OF THE INVENTION

The present invention is made in view of the above-described problems and is intended to provide an electronic leaflet distribution/browsing method and an electronic leaflet system which enable one who wants a leaflet to be sent to sequentially read leaflets of attending-school or correspondence-class chairs and  
15 lecture meetings held by such educational organizations as universities, preparatory schools and private schools on a PC of the one who wants sending of leaflets through the Internet in descending order of suitability for his or her ability, budget, schedule, etc., thereby enabling  
20 the leaflet (electronic leaflet) most suitable for the one who wants sending of leaflets to be obtained in much shorter time, with much less labor and much less costs  
25

and to much higher search precision by making the most of interactivity characteristic of the Internet and web browser (browsing software) than by a conventional process of watching and selecting printed leaflets using  
5 paper media.

A second object of the present invention is to provide an electronic leaflet distribution/browsing method and an electronic leaflet system which more drastically improve the degree of understanding of the 10 contents prepared in a leaflet (electronic leaflet) selected by one who wants a leaflet to be sent as the most appropriate leaflet (electronic leaflet) than by a conventional process of watching and selecting printed leaflets using paper media.

15 A third object of the present invention is to provide an electronic leaflet distribution/browsing method and an electronic leaflet system which enable reliable execution of processing of charging one who wants a leaflet to be sent and who is allowed to access 20 fee-charging services according to the contents of the service by checking right to access of the one who wants a leaflet to be sent at the time of access to a web site and when the one in question has right to access, allowing the one in question to access the system.

25 A fourth object of the present invention is to provide an electronic leaflet distribution/browsing method and an electronic leaflet system which enable

automatic reproduction, in the form of movie, of a  
leaflet (electronic leaflet) most suitable for ability,  
budget, schedule, etc., of one who wants a leaflet to be  
sent among leaflets of attending-school or  
5 correspondence-class chairs and lecture meetings held by  
such educational organizations as universities,  
preparatory schools and private schools on a PC of the  
one in question (client terminal on the side of the one  
who wants leaflets to be sent) through the Internet in  
10 descending order of suitability by automatically  
reproducing contents contained in a sub-menu prepared in  
advance in a selected electronic leaflet in question on  
a display of the one in question according to a request  
of the one who wants a leaflet to be sent.

15 A fifth object of the present invention is to  
make one who wants a leaflet to be sent have more  
profound sensible comprehension of contents of school  
lessons and atmosphere of chairs and lecture meetings  
prepared in a leaflet (electronic leaflet) selected by  
20 the one in question as an appropriate leaflet than by a  
conventional process of watching and selecting printed  
leaflets using paper media. In other words, the object  
is to provide an electronic leaflet  
distribution/browsing method and an electronic leaflet  
25 system which present one who wants a leaflet to be sent  
virtual reality space that can not be attained by a  
conventional process of watching and selecting printed

leaflets using paper media to more drastically improve the degree of understanding of a leaflet (electronic leaflet) selected by the one who wants the leaflet to be sent than by a conventional process of watching and  
5 selecting printed leaflets using paper media.

A sixth object of the present invention is to introduce one who wants a leaflet to be sent a chair or a lecture meeting required most by the one in question by making the most of interactivity characteristic of  
10 the Internet and web browser (browsing software). On the other hand, the object is to also provide an electronic leaflet distribution/browsing method and an electronic leaflet system which enable one who wants a leaflet to be sent to objectively recognize his or her own weak  
15 point and a subject to be supplemented, as well as enabling him or her to obtain an optimum leaflet (electronic leaflet) introducing a chair and a lecture meeting directed to his or her weak point and a subject to be supplemented in much shorter time, with much less  
20 labor and much less costs and to much higher search precision than by a conventional process of watching and selecting printed leaflets using paper media.

A seventh object of the present invention is to provide an electronic leaflet distribution/browsing method and an electronic leaflet system which charge an educational organization according to the volume of data at new registration or updating of contents data of an  
25

electronic leaflet conducted at a server and charge the same according to the volume of data at new registration or updating of contents data of an electronic leaflet made in an electronic leaflet data base, thereby  
5 realizing reliable execution of processing of charging an educational organization as a user of a server-side web site according to the contents of services.

According to one aspect of the invention, an electronic leaflet distribution/browsing method, comprising the steps of  
10

an electronic leaflet generation step of making contents data related to leaflets concerning a plurality of educational organizations into electronic information through designation of various kinds of selection items set in a web site on the side of a server to generate and output an electronic leaflet by the web site of the server,  
15

an electronic leaflet data base management step of making the electronic leaflet generated and output into a data base having a predetermined layered structure and preserving the obtained electronic leaflet in an electronic leaflet data base,  
20

a selection supporting step of selecting at least one electronic leaflet optimum for various conditions presented by one who wants sending of a leaflet among electronic leaflets and presenting the selected electronic leaflet to a client terminal on the side of  
25

the one who wants sending of a leaflet through an  
internet by the web site of the server, and  
an electronic leaflet browsing supporting step of,  
in response to a request of one who wants sending of a  
5 leaflet, automatically reproducing the contents  
contained in a sub-menu prepared in advance in the  
selected electronic leaflet in question on a display of  
the client terminal on the side of the one who wants  
sending of a leaflet in question to promote  
10 understanding of the contents prepared in the selected  
electronic leaflet in question.

In the preferred construction, the electronic  
leaflet relates to attending-school or correspondence-  
class chairs and lecture meetings of a plurality of  
15 educational organizations such as universities,  
preparatory schools, professional schools, cultural  
schools and private schools for elementary/junior-  
high/high schools.

In another preferred construction, at least one  
20 optimum electronic leaflet is selected from among  
electronic leaflets according to various conditions  
presented by one who wants sending of a leaflet through  
designation of various kinds of selection items set in  
advance related to icons in the web site of the server.

25 In another preferred construction, the electronic  
leaflet distribution/browsing method further comprising  
a user access authentication step of, when the

one who wants sending of a leaflet accesses the web site,  
checking right to access of the one who wants sending of  
a leaflet in question and when the one who wants sending  
of a leaflet in question has right to access, informing  
5 the web site of the server that access of the client  
terminal on the side of the one who wants sending of a  
leaflet in question to the web site of the server is  
allowed.

In another preferred construction, the selection  
10 supporting step further comprises

a question step of receiving various conditions  
presented by one who wants sending of a leaflet and who  
is allowed to access by the user access authentication  
step by clicking an icon in the web site to designate  
15 each kind of selection items set in advance related to  
the icon in question, and

an electronic leaflet presenting step of  
searching the electronic leaflet data base based on the  
received various conditions to select at least one  
20 electronic leaflet matched most to the various  
conditions input by the one who wants sending of a  
leaflet in question from among electronic leaflets  
accumulated in the electronic leaflet data base and  
present, for the one who wants sending of a leaflet in  
25 question, the selected electronic leaflet to the client  
terminal on the side of the one who wants sending of a  
leaflet through the internet.

In another preferred construction, the selection supporting step further comprises:

a question step of receiving various conditions presented by one who wants sending of a leaflet and who is allowed to access by the user access authentication step by clicking an icon in the web site to designate each kind of selection items set in advance related to the icon in question through the internet, and

an electronic leaflet presenting step of  
10 searching the electronic leaflet data base based on the various conditions received from the question step to select a predetermined number of electronic leaflets in descending order of suitability for the various conditions input by the one who wants sending of a leaflet in question from among electronic leaflets  
15 accumulated in the electronic leaflet data base and present the selected electronic leaflets to the client terminal on the side of the one who wants sending of a leaflet.

20 In another preferred construction, the electronic leaflet browsing supporting step comprises a movie reproduction step of, when an electronic leaflet in which moving picture data, voice data and/or document data are prepared as contents in advance is selected by  
25 one who wants sending of a leaflet, automatically reproducing the moving picture data, voice data and/or document data in question on the display of the client

terminal on the side of the one who wants sending of a leaflet in question to promote understanding of the contents prepared in the selected electronic leaflet.

In another preferred construction, the moving picture data, voice data and/or document data include data generated by editing scenes of school lessons recorded in the past in attending-school or correspondence-class chairs and lecture meetings held by educational organizations such as a university, a preparatory school and a private school.

In another preferred construction, the moving picture data, voice data and/or document data include data generated by editing interview scenes recorded in the past of lecturers in charge of attending-school or correspondence-class chairs and lecture meetings held by educational organizations such as a university, a preparatory school and a private school.

In another preferred construction, the moving picture data, voice data and/or document data include data generated by recording and editing interview scenes of students who took attending-school or correspondence-class chairs and lecture meetings held by educational organizations such as a university, a preparatory school and a private school in the past.

In another preferred construction, the moving picture data, voice data and/or document data include data generated by editing teaching materials and

transcripts of lectures for attending-school or correspondence-class chairs presented by educational organizations such as a university, a preparatory school and a private school in the past.

5           In another preferred construction, various kinds of selection items set in advance at the question step include a condition related to at least one of ability and qualification required for taking attending-school or correspondence-class chairs and lecture meetings held by educational organizations such as a university, a preparatory school and a private school, budget, school lesson schedule and qualifying schedule.

10           In another preferred construction, the question step comprises

15           a mock examination sending step of, when one who wants sending of a leaflet and who is allowed to make an access by the user access authentication step clicks a mock examination icon enabling selection of a mock examination for supporting self-determination of basic  
20           scholastic ability and/or aptitude required for taking attending-school or correspondence-class chairs and lecture meetings held by educational organizations such as a university, a preparatory school and a private school, sending question data of the mock examination to the client terminal on the side of the one who wants sending of a leaflet in question through the internet,  
25           and

10 a mock examination determination step of receiving answer data from one who wants sending of a leaflet to mark the answer data, generating various conditions including current ability of the one who 5 wants sending of a leaflet, ability required for taking a chair or a lecture meeting, a kind of chair or lecture meeting recommended and a specific name of a chair or a lecture meeting based on the marking result and outputting the conditions to the electronic leaflet 10 browsing supporting step.

15 In another preferred construction, the electronic leaflet distribution/browsing method further comprising a charging step of charging an educational organization according to the volume of data at new registration or updating of contents data of an electronic leaflet conducted at the electronic leaflet 15 generation step.

20 In another preferred construction, the charging step charges an educational organization according to the volume of data at new registration or updating of contents data of an electronic leaflet made in the electronic leaflet data base.

25 In another preferred construction, when one who wants sending of a leaflet accesses the web site of the server side and right to access of the one who wants sending of a leaflet in question is checked, if the one who wants sending of a leaflet has chargeable right to

access, the user access authentication step informs the charging step and the selection supporting step that access of the one who wants sending of a leaflet in question to chargeable moving picture data, voice data and/or document data is allowed,

the selection supporting step receives, through the question step, various conditions presented by one who wants sending of a leaflet and who is allowed to access by the user access authentication step by clicking an icon in the web site to designate each kind of selection items set in advance related to the icon in question, and searches the electronic leaflet data base based on the various conditions received through the electronic leaflet presenting step to select a chargeable electronic leaflet matched most to the various conditions input by the one who wants sending of a leaflet in question from among chargeable electronic leaflets accumulated in the electronic leaflet data base and present, for the one who wants sending of a leaflet in question, the selected electronic leaflet to the client terminal on the side of one who wants sending of a leaflet through the internet, and

the charging step charges the one who wants sending of a leaflet in question according to conditions of access to a chargeable electronic leaflet.

In another preferred construction, when chargeable the moving picture data, voice data and/or

document data are sent to chargeable one who wants sending of a leaflet through the internet, the charging step executes processing of charging the one who wants sending of a leaflet in question.

5 According to another aspect of the invention, an electronic leaflet system, comprises

an electronic leaflet generation unit for making contents data related to leaflets concerning a plurality of educational organizations into electronic information through designation of various kinds of selection items set using icons in a web site on the side of a server to generate and output an electronic leaflet,

10 an electronic leaflet data base for making the electronic leaflet generated and output into a data base having a predetermined layered structure and preserving the obtained electronic leaflet,

15 a selection supporting unit for selecting at least one electronic leaflet optimum for various conditions presented by one who wants sending of a leaflet in question among the electronic leaflets and presenting the selected electronic leaflet to a client terminal on the side of one who wants sending of a leaflet through an internet, and

20 25 an electronic leaflet browsing supporting unit responsive to a request from one who wants sending of a leaflet for automatically reproducing the contents contained in a sub-menu prepared in advance in the

selected electronic leaflet in question on a display of  
the client terminal on the side of the one who wants  
sending of a leaflet in question to promote  
understanding of the contents prepared in the selected  
5 electronic leaflet in question.

In the preferred construction, the electronic  
leaflet relates to attending-school or correspondence-  
class chairs and lecture meetings of a plurality of  
educational organizations such as universities,  
10 preparatory schools, professional schools, cultural  
schools and private schools for elementary/junior-  
high/high schools.

In another preferred construction, the selection  
supporting unit selects at least one optimum electronic  
leaflet from among electronic leaflets according to  
various conditions presented by one who wants sending of  
a leaflet through designation of various kinds of  
15 selection items set in advance related to icons in the  
web site of the server.

20 In another preferred construction, the electronic  
leaflet system further comprises a user access  
authentication unit for, when the client terminal of one  
who wants sending of a leaflet accesses the web site of  
the server, checking right to access of the one who  
25 wants sending of a leaflet in question and when the one  
who wants sending of a leaflet in question has right to  
access, informing the system side that access of the one

who wants sending of a leaflet in question to the system is allowed.

In another preferred construction, the selection supporting unit further comprises a question unit for receiving various conditions presented by one who wants sending of a leaflet and who is allowed to access by the user access authentication unit by clicking an icon in the web site of the server to designate each kind of selection items set in advance related to the icon in question, and an electronic leaflet presenting unit for searching the electronic leaflet data base based on the received various conditions to select at least one electronic leaflet matched most to the various conditions input by the one who wants sending of a leaflet in question from among electronic leaflets accumulated in the electronic leaflet data base and present the selected electronic leaflet to the client terminal on the side of the one who wants sending of a leaflet in question through the internet.

In another preferred construction, the selection supporting unit further comprises a question unit for receiving various conditions presented by one who wants sending of a leaflet and who is allowed to access by the user access authentication unit by clicking an icon in the web site of the server side to designate each kind of selection items set in advance related to the icon in question through the internet, and an electronic leaflet

presenting unit for searching the electronic leaflet  
data base based on the various conditions received from  
the question unit to select a predetermined number of  
electronic leaflets in descending order of suitability  
5 for the various conditions input by the one who wants  
sending of a leaflet in question from among electronic  
leaflets accumulated in the electronic leaflet data base  
and present the selected electronic leaflets to the  
client terminal on the side of the one who wants sending  
10 of a leaflet.

In another preferred construction, the electronic  
leaflet browsing supporting unit includes a movie  
reproduction unit for, when an electronic leaflet in  
which moving picture data, voice data and/or document  
15 data are prepared as contents in advance is selected by  
one who wants sending of a leaflet, automatically  
reproducing the moving picture data, voice data and/or  
document data in question on the display of the client  
terminal on the side of the one who wants sending of a  
20 leaflet in question to promote understanding of the  
contents prepared in the selected electronic leaflet.

In another preferred construction, the moving  
picture data, voice data and/or document data include  
data generated by editing scenes of school lessons  
25 recorded in the past in attending-school or  
correspondence-class chairs and lecture meetings held by  
educational organizations such as a university, a

preparatory school and a private school.

In another preferred construction, the moving picture data, voice data and/or document data include data generated by editing interview scenes recorded in the past of lecturers in charge of attending-school or correspondence-class chairs and lecture meetings held by educational organizations such as a university, a preparatory school and a private school.

In another preferred construction, the moving picture data, voice data and/or document data include data generated by recording and editing interview scenes of students who in the past took attending-school or correspondence-class chairs and lecture meetings held by educational organizations such as a university, a preparatory school and a private school.

In another preferred construction, the moving picture data, voice data and/or document data include data generated by editing teaching materials and transcripts of lectures for attending-school or correspondence-class chairs presented by educational organizations such as a university, a preparatory school and a private school in the past.

In another preferred construction, various kinds of selection items set in advance in the question unit include a condition related to at least one of ability and qualification required for taking attending-school or correspondence-class chairs and lecture meetings held

10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

by educational organizations such as a university, a preparatory school and a private school, budget, school lesson schedule and qualifying schedule.

In another preferred construction, the question unit includes a mock examination icon which enables selection of a mock examination for supporting self-determination of basic scholastic ability and/or aptitude required for taking attending-school or correspondence-class chairs and lecture meetings held by educational organizations such as a university, a preparatory school and a private school, a mock examination sending unit for, when one who wants sending of a leaflet and who is allowed to make an access by the user access authentication unit clicks the mock examination icon in the web site of the server side, sending question data of the mock examination to the client terminal on the side of the one who wants sending of a leaflet in question through the internet, and a mock examination determination unit for receiving answer data from the client terminal on the side of one who wants sending of a leaflet to mark the answer data, generating various conditions including current ability of the one who wants sending of a leaflet in question, ability required for taking a chair or a lecture meeting, a kind of chair or lecture meeting recommended and a specific name of a chair or a lecture meeting based on the marking result and outputting the conditions to the

100  
99  
98  
97  
96  
95  
94  
93  
92  
91  
90  
89  
88  
87  
86  
85  
84  
83  
82  
81  
80  
79  
78  
77  
76  
75  
74  
73  
72  
71  
70  
69  
68  
67  
66  
65  
64  
63  
62  
61  
60  
59  
58  
57  
56  
55  
54  
53  
52  
51  
50  
49  
48  
47  
46  
45  
44  
43  
42  
41  
40  
39  
38  
37  
36  
35  
34  
33  
32  
31  
30  
29  
28  
27  
26  
25  
24  
23  
22  
21  
20  
19  
18  
17  
16  
15  
14  
13  
12  
11  
10  
9  
8  
7  
6  
5  
4  
3  
2  
1

electronic leaflet browsing supporting unit.

In another preferred construction, the electronic leaflet system further comprises a charging unit for charging an educational organization according to the volume of data at new registration or updating of contents data of an electronic leaflet conducted at the electronic leaflet generation unit.

In another preferred construction, the charging unit charges an educational organization according to the volume of data at new registration or updating of contents data of an electronic leaflet made in the electronic leaflet data base.

In another preferred construction, when the client terminal on the side of one who wants sending of a leaflet accesses the web site of the server side and right to access of the one who wants sending of a leaflet in question is checked, if the one who wants sending of a leaflet has chargeable right to access, the user access authentication unit informs the charging unit and the selection supporting unit that access of the one who wants sending of a leaflet in question to chargeable moving picture data, voice data and/or document data is allowed,

the selection supporting unit receives, through the question unit, various conditions presented by one who wants sending of a leaflet and who is allowed to access by the user access authentication unit by

clicking an icon in the web site of the server to  
designate each kind of selection items set in advance  
related to the icon in question, and searches the  
electronic leaflet data base based on the various  
5 conditions received through the electronic leaflet  
presenting unit to select a chargeable electronic  
leaflet matched most to the various conditions input by  
the one who wants sending of a leaflet in question from  
among chargeable electronic leaflets accumulated in the  
10 electronic leaflet data base and present the selected  
electronic leaflet to the client terminal on the side of  
the one who wants sending of a leaflet through the  
internet, and

15 the charging unit charges the one who wants  
sending of a leaflet in question according to conditions  
of access to a chargeable electronic leaflet.

In another preferred construction, when  
chargeable the moving picture data, voice data and/or  
document data are sent to the client terminal on the  
20 side of chargeable one who wants sending of a leaflet  
through the internet, the charging unit executes  
processing of charging the one who wants sending of a  
leaflet in question.

Other objects, features and advantages of the  
25 present invention will become clear from the detailed  
description given herebelow.

BRIEF DESCRIPTION OF THE DRAWINGS

The present invention will be understood more fully from the detailed description given herebelow and from the accompanying drawings of the preferred embodiment of the invention, which, however, should not be taken to be limitative to the invention, but are for explanation and understanding only.

In the drawings:

10 Fig. 1 is a block diagram showing an entire structure of an electronic leaflet system according to one embodiment of the present invention;

15 Fig. 2 is a block diagram for use in explaining a detailed structure of the electronic leaflet system according to one embodiment of the present invention;

20 Fig. 3 is a block diagram for use in explaining structure of a selection supporting unit of the electronic leaflet system according to one embodiment of the present invention;

25 Fig. 4 is a block diagram for use in explaining flow of operation of the electronic leaflet system according to one embodiment of the present invention;

Fig. 5 is a flow chart for use in explaining charging operation of the electronic leaflet system according to one embodiment of the present invention;

Fig. 6 is a flow chart for use in explaining processing of an electronic leaflet distribution/browsing method executed by the electronic

leaflet system according to one embodiment of the present invention;

Fig. 7 is a flow chart for use in explaining processing of the electronic leaflet

5 distribution/browsing method executed by the electronic leaflet system according to one embodiment of the present invention.

DESCRIPTION OF THE PREFERRED EMBODIMENT

10 The preferred embodiment of the present invention will be discussed hereinafter in detail with reference to the accompanying drawings. In the following description, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be obvious, however, to those skilled 15 in the art that the present invention may be practiced without these specific details. In other instance, well-known structures are not shown in detail in order to unnecessary obscure the present invention.

20 The present invention is characterized in that one who wants a leaflet to be sent is allowed to sequentially browse leaflets of attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence 25 class in the form of distance learning through the Internet, etc.) chairs and lecture meetings held by such educational organizations as universities, preparatory

schools and private schools on a PC of the one who wants leaflets to be sent through the Internet in descending order of suitability for his or her ability, budget, schedule, etc., thereby enabling the leaflet (electronic leaflet) most suitable for the one who wants sending of leaflets to be obtained in much shorter time, with much less labor and much less costs and to much higher search precision by making the most of interactivity characteristic of the Internet and web browser (browsing software) than by a conventional process of watching and selecting printed leaflets using paper media. In the following, an embodiment of the present invention will be described in detail with reference to the drawings.

Fig. 1 is a block diagram showing an entire structure of an electronic leaflet system according to one embodiment of the present invention, Fig. 2 is a block diagram for use in explaining a detailed structure of the electronic leaflet system according to one embodiment, Fig. 3 is a block diagram for use in explaining structure of a selection supporting unit of the electronic leaflet system, and Fig. 4 is a diagram for use in explaining flow of the entire processing

In Fig. 1, the present system is composed of a server 210 and at least one client terminal 40 on the side of one who wants a leaflet to be sent which are connected to each other through an internet 10, in which the server 210 realizes an electronic leaflet system 200.

The electronic leaflet system 200, as shown in Fig. 2, includes an electronic leaflet generation unit 20, an electronic leaflet data base 30, an electronic leaflet browsing supporting unit 50, a selection supporting unit 60 and a user access authentication unit 70.

Then, the electronic leaflet browsing supporting unit 50 includes a movie reproduction unit 100 for reproducing movies.

In addition, the selection supporting unit 60, as shown in Fig. 3, includes a question unit 80 and an electronic leaflet presenting unit 90 and the question unit 80 includes a mock examination icon 105, a mock examination sending unit 110 and a mock examination determination unit 120.

With reference to Fig. 4, the electronic leaflet system 200 of the present embodiment is connectable to the client terminal 40 (PC: personal computer) on the side of one who wants sending of leaflets through the Internet 10, which is set up within a web site on the side of the server 210 connected to the internet 10, and is mainly composed of the electronic leaflet generation unit 20, the electronic leaflet data base 30, the electronic leaflet browsing supporting unit 50, the selection supporting unit 60, the user access authentication unit 70, the question unit 80, the electronic leaflet presenting unit 90, the movie

reproduction unit 100, the mock examination sending unit 110, the mock examination determination unit 120 and a charging unit 130.

The electronic leaflet generation unit 20 has a function of making into electronic information the contents data (contents documents and images described with such electronic document description languages as SGML and HTML) related to leaflets (leaflets provided by the side of a provider of teaching materials, which are ordinarily printed leaflets) of attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings held by a plurality of educational organizations including universities, preparatory schools, professional schools, various kinds of schools, training schools, cultural schools (e.g. cooking, instrument play, etc.) and private schools for elementary schools, secondary schools and high schools through designation of various kinds of selection items (to be specific, ability and qualification required for taking a chair or a lecture meeting (age, sex, etc.), budget, school lesson schedule, qualifying schedule, etc.) set on a window using icons within the web site on the server 210 accessible to the internet 10, thereby generating and outputting an electronic leaflet. The function is realized by a

computer resource (to be specific, a CPU (central processing unit), a memory, a hard disc or the like) and a program managed by the server 210.

5       The electronic leaflet data base 30 has a function of making an electronic leaflet generated and output by the electronic leaflet generation unit 20 into a data base having a predetermined layered structure (to be specific, data structure in which sub-menus are layered) based on a leaflet (which is ordinarily a printed leaflet) presented by the provider of teaching materials and preserving the electronic leaflet in the data base. The function is realized by a computer resource (to be specific, a CPU, a memory, a hard disc or the like) and a program managed by the server 210.

10       The selection supporting unit 60 has a function of selecting at least one electronic leaflet optimum for various conditions presented by the side of one who wants a leaflet to be sent (client) among electronic leaflets (leaflet data described with such electronic document description languages as SGML and HTML) and presenting (distribution through the net) the selected leaflet to the client terminal 40 (PC) on the side of the one who wants a leaflet to be sent through the internet 10 according to various conditions presented by 15       the client's designation of various kinds of selection items (to be specific, ability and qualification required for taking a chair or a lecture meeting (age,

sex, etc.), budget, school lesson schedule, qualifying schedule, etc.) set in advance related to icons in the web site on the server 210 side. The function is realized by a computer resource (to be specific, a CPU, 5 a memory, a hard disc or the like) and a program managed by the server 210.

The electronic leaflet browsing supporting unit 50 has the movie reproduction unit 100 and a function of, in response to a request of one who wants a leaflet to 10 be sent (client), automatically reproducing (movie reproduction in particular) the content (contents documents and images described with such electronic document description languages as SGML and HTML) contained in a sub-menu (not shown) prepared in advance 15 within a selected electronic leaflet on a display (not shown) of the client terminal 40 (PC) on the side of the one who wants a leaflet to be sent to promote understanding of the contents prepared in the selected electronic leaflet. The function is realized by a 20 computer resource (to be specific, a CPU (central processing unit), a memory, a hard disc or the like) and a program managed by the server 210.

In response to a request of one who wants a leaflet to be sent (client), by thus automatically 25 reproducing (movie reproduction in particular) the contents (contents documents and images described with such electronic document description languages as SGML

and HTML) contained in a sub-menu (not shown) prepared in advance within a selected electronic leaflet on a display (not shown) of the one who wants a leaflet to be sent (client), the system produces the effect of

5 automatically reproducing, in the form of movie, a leaflet (electronic leaflet) most suitable for his or her ability, budget, schedule, and the like of the one who wants a leaflet to be sent (client) on an icon displayed on the display (not shown) of the PC of the  
10 one who wants sending of a leaflet (client) (client terminal 40 on the side of the one who wants leaflets to be sent) through the Internet 10 in descending order of suitability among attending-school or correspondence-class (correspondence class realized by mailing of  
15 printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings held by such educational organizations as universities, preparatory schools and private schools.

20 As a result, the degree of understanding of the contents (contents documents and images described with such electronic document description languages as SGML and HTML) prepared in a leaflet (electronic leaflet) selected as the leaflet (electronic leaflet) most  
25 appropriate for one who wants a leaflet to be sent (client) can be more drastically improved than by a conventional process of watching and selecting printed

leaflets using paper media.

The movie reproduction unit 100 has a function of automatically reproducing (movie reproduction in particular) moving picture data, voice data and document data on a display (not shown) of the client terminal 40 (PC) on the side of one who wants a leaflet to be sent (client) when an electronic leaflet in which moving picture data, voice data and document data are prepared in advance is selected by the one who wants a leaflet to be sent, thereby promoting understanding of the contents prepared in the selected electronic leaflet. The function is realized by a computer resource (to be specific, a CPU (central processing unit), a memory, a hard disc or the like) and a program managed by the server 210.

In response to a request of one who wants a leaflet to be sent (client), by thus automatically reproducing (movie reproduction in particular) the contents (moving picture data, voice data and document data described with such electronic document description languages as SGML and HTML) contained in a sub-menu (not shown) prepared in advance within a selected electronic leaflet on a display (not shown) of the one who wants a leaflet to be sent (client), the system produces the effect of automatically reproducing, in the form of movie, a leaflet (electronic leaflet) most suitable for his or her ability, budget, schedule and the like of the

DISCLOSURE INFORMATION

one who wants a leaflet to be sent (client) among  
attending-school or correspondence-class (correspondence  
class realized by mailing of printed teaching materials,  
correspondence class in the form of distance learning  
5 through the Internet, etc.) chairs and lecture meetings  
held by such educational organizations as universities,  
preparatory schools and private schools on an icon  
displayed on the display (not shown) of the PC of the  
one who wants sending of a leaflet (client terminal 40  
10 on the side of the one who wants leaflets to be sent)  
through the Internet 10 in descending order of  
suitability.

As a result, the degree of understanding of the  
contents (contents documents and images described with  
15 such electronic document description languages as SGML  
and HTML) prepared in a leaflet (electronic leaflet)  
selected as an optimum leaflet (electronic leaflet) for  
the one who wants a leaflet to be sent (client) can be  
more drastically improved than by a conventional process  
20 of watching and selecting printed leaflets using paper  
media.

Moving picture data, voice data and document data  
of the present embodiment include data generated by  
editing scenes of school lessens which were recorded in  
25 the past (e.g. previous school year) in attending-school  
or correspondence-class (correspondence class realized  
by mailing of printed teaching materials, correspondence

class in the form of distance learning through the Internet, etc.) chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools.

5 The moving picture data, voice data and document data also include data generated by editing interview scenes recorded in the past (e.g. previous school year) of lecturers in charge of attending-school or correspondence-class (correspondence class realized by

10 mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools.

15 The moving picture data, voice data and document data also include data generated by recording and editing interview scenes of students who in the past took attending-school or correspondence-class (correspondence class realized by mailing of printed

20 teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings presented by such educational organizations as universities, preparatory schools, and private schools.

25 The moving picture data, voice data and document data also include data generated by editing teaching materials and transcripts of lectures (or resumes) of

attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings held in the past by such educational organizations as universities, preparatory schools and private schools.

Thus, the system produces the effect of automatically reproducing as moving picture data, voice data and document data of a leaflet (electronic leaflet data) selected as a leaflet (electronic leaflet) optimum for one who wants leaflet sending (client) and in the form of movie, data generated by editing scenes of school lessens which were recorded in the past (e.g. previous school year) in attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools, data generated by editing interview scenes recorded in the past (e.g. previous school year) of lecturers in charge of attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings presented by such educational organizations as

universities, preparatory schools and private schools, data generated by recording and editing interview scenes of students who in the past took attending-school or correspondence-class (correspondence class realized by

5 mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools, or data  
10 generated by editing teaching materials and transcripts of lectures (or resumes) of attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings held in the past by such educational organizations as universities, preparatory schools and private schools, on an icon  
15 displayed on the display (not shown) of the PC on the side of the one who wants sending of a leaflet (client terminal 40 on the side of the one who wants leaflets to be sent) through the internet 10.

20 As a result, more profound sensible comprehension of the contents and atmosphere of school lessons of chairs and lecture meetings prepared in a leaflet  
25 selected as a leaflet (electronic leaflet) optimum for one who wants leaflet sending (client) is enabled than that by a conventional process of watching and selecting

printed leaflets using paper media. In other words, providing one who wants leaflet sending (client) with virtual reality space that can not be attained by a conventional process of watching and selecting printed leaflets using paper media. 5 leaflets using paper media improves the degree of understanding of a leaflet (electronic leaflet) more drastically than by a conventional process of watching and selecting printed leaflets using paper media.

The user access authentication unit 70 has a 10 function of checking right to access (to be specific, registered as a member or not, party with which fee is to be charged, etc.) of one who wants sending of a leaflet (client) when the client terminal 40 (PC) of the one who wants sending of a leaflet accesses a web site 15 of the server 210 and if the one who wants sending of a leaflet (client) has the right to access (to be specific, when the one who wants leaflet sending is registered as a member), informing the electronic leaflet system 200 side (the server 210 side) of the allowance of access of 20 the one who wants leaflet sending (client) to the electronic leaflet system 200. The function is realized by a computer resource (to be specific, a CPU (central processing unit), a memory, a hard disc or the like) and a program managed by the server 210. When the one who 25 wants leaflet sending (client) has no right to access, it is also possible to indicate to that effect on a display (not shown) of the client terminal 40 (PC) of

the one who wants sending of a leaflet to promote member registration.

By thus checking right to access (to be specific, registered as a member or not, party with which fee is to be charged, etc.) of one who wants leaflet sending (client) when the one who wants leaflet sending accesses a web site and if the one who wants leaflet sending (client) has the right to access (to be specific, when the one who wants leaflet sending is registered as a member), allowing the one who wants leaflet sending (client) to access the electronic leaflet system 200, the system produces the effect of reliably charging the one who want leaflet sending (client) allowed to access fee-charging services according to the service contents.

The selection supporting unit 60 includes the question unit 80 and the electronic leaflet presenting unit 90.

The question unit 80 includes the mock examination icon 105, the mock examination sending unit 110 and the mock examination determination unit 120 and has a function of receiving various conditions presented by one who wants leaflet sending (client) allowed by the user access authentication unit 70 to make an access by clicking an icon (in practice, icon displayed on a display (not shown) of the client terminal 40 (PC) on the side of the one who wants leaflet sending (client)) in a web site of the server 210 to designate various

kinds of selection items (to be specific, ability and qualification required for taking a chair or a lecture meeting (to be specific, age, sex, etc.), budget, school lesson schedule, qualifying schedule, etc.) set in

5 advance related to icons. The function is realized by a computer resource (to be specific, a CPU (central processing unit), a memory, a hard disc or the like) and a program managed by the server 210.

The question unit 80 is also allowed to receive various conditions presented by one who wants leaflet sending (client) allowed by the user access authentication unit 70 to make an access by clicking an icon (in practice, icon displayed on a display (not shown) of the client terminal 40 (PC) on the side of the one who wants leaflet sending (client)) in a web site of the server 210 to designate through the internet 10 various kinds of selection items (to be specific, ability and qualification required for taking a chair or a lecture meeting (age, sex, etc.), budget, school lesson schedule, qualifying schedule, etc.) set in advance related to icons.

Various kinds of selection items set in the question unit 80 in advance includes a condition related to at least one of ability and qualification (age, sex, etc.) required for taking attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence

class in the form of distance learning through the Internet, etc.) chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools, budget, school 5 lesson schedule and qualifying schedule.

The mock examination icon 105 in the question unit 80 is an icon (pictorial symbol) enabling selection of a mock examination which supports self-determination of basic scholastic ability and aptitude required for 10 taking attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings presented by such educational 15 organizations as universities, preparatory schools and private schools, which icon is realized by a computer resource (to be specific, a CPU (central processing unit), a memory, a hard disc or the like) and a program managed by the server 210.

The mock examination sending unit 110 has a 20 function of sending question data of a mock examination to the client terminal 40 (PC) on the side of one who wants leaflet sending through the internet 10 when the one who wants leaflet sending (client) allowed to make 25 an access by the user authentication unit 70 clicks the mock examination icon 105 in a web site of the server 210. The function is realized by a computer resource (to

be specific, a CPU (central processing unit), a memory, a hard disc or the like) and a program managed by the server 210.

The mock examination determination unit 120 has a function of receiving answer data (documents and images described with such electronic document description languages as SGML and HTML) from the client terminal 40 (PC) on the side of one who wants leaflet sending to mark (correct) the answer data (documents and images described with such electronic document description languages as SGML and HTML) and generating various conditions including current ability of the one who wants leaflet sending (client), ability required for taking a chair or a lecture meeting, a kind of chair or lecture meeting recommended and a specific name of a chair or a lecture meeting to output the generated conditions to the electronic leaflet browsing supporting unit 50 based on the marking (correction) result. The function is realized by a computer resource (to be specific, a CPU (central processing unit), a memory, a hard disc or the like) and a program managed by the server 210.

Thus, the system produces the effect of selecting a mock examination which supports self-determination of basic scholastic ability and aptitude required for taking attending-school or correspondence-class (correspondence class realized by mailing of printed

teaching materials, correspondence class in the form of  
distance learning through the Internet, etc.) chairs and  
lecture meetings presented by such educational  
organizations as universities, preparatory schools and  
private schools, sending question data of a mock  
examination to the terminal of one who wants leaflet  
sending (client) through the internet 10 when the one  
who wants leaflet sending (client) allowed to make an  
access by the user authentication unit 70 clicks the  
mock examination icon 105 in a web site, receiving  
answer data (documents and images described with such  
electronic document description languages as SGML and  
HTML) from one who wants leaflet sending to mark  
(correct) the answer data to generate various conditions  
including current ability of the one who wants leaflet  
sending (client), ability required for taking a chair or  
a lecture meeting, a kind of chair or lecture meeting  
recommended and a specific name of a chair or a lecture  
meeting, and selecting a predetermined number (at least  
one) of electronic leaflets to present (distribution  
through the net) them to the one who wants leaflet  
sending (client) in descending order of suitability for  
ability and qualification (age, sex, etc.) required for  
taking attending-school or correspondence-class  
(correspondence class realized by mailing of printed  
teaching materials, correspondence class in the form of  
distance learning through the internet, etc.) chairs and

lecture meetings presented by such educational organizations as universities, preparatory schools and private schools, budget, school lesson schedule and qualifying schedule.

5                   As a result, a chair or a lecture meeting required most by one who wants leaflet sending (client) can be introduced by making the most of interactivity characteristic of the internet 10 and web browser (browsing software). On the other hand, one who wants a 10 leaflet to be sent (client) is allowed to objectively recognize his or her own weak point or a subject to be supplemented. In addition, an optimum leaflet 15 (electronic leaflet) introducing a chair and a lecture meeting directed to his or her weak point or a subject to be supplemented can be obtained in much shorter time, with much less labor and much less costs and to much higher search precision than by a conventional process of watching and selecting printed leaflets using paper media.

20                   The electronic leaflet presenting unit 90 has a function of searching the electronic leaflet data base 30 to select, among electronic leaflets (leaflet data described with such electronic document description languages as SGML and HTML) accumulated in the 25 electronic leaflet data base 30, at least one electronic leaflet matched most to various conditions input by the one who wants leaflet sending (client) (to be specific,

chair and lecture meeting the one wishes to take, the degree of difficulty, qualification the one wishes to take, desired place, desired budget, and desired school lesson schedule, etc.) and presenting (distribution

5 through the net) them to the client terminal 40 (PC) on the side of the one who wants leaflet sending through the internet 10 based on the received various conditions (to be specific, chairs and lecture meetings the one wishes to take, the degree of difficulty, qualification the one wishes to take, desired place, desired budget, desired school lesson schedule, etc.). The function is realized by a computer resource (to be specific, a CPU (central processing unit), a memory, a hard disc or the like) and a program managed by the server 210.

10 15 20 25 In addition, the electronic leaflet presenting unit 90 searches the electronic leaflet data base 30 based on the various conditions (to be specific, chair and lecture meeting the one wishes to take, the degree of difficulty, qualification one wishes to take, desired place, desired budget, desired school lesson schedule, etc.) received from the question unit 80. The unit is also capable of selecting, from among electronic leaflets (leaflet data described with such electronic document description languages as SGML and HTML) accumulated in the electronic leaflet data base 30, a predetermined number (to be specific, about ten) of electronic leaflets in descending order of suitability

for various conditions (to be specific, chair and  
lecture meeting the one wishes to take, the degree of  
difficulty, qualification one wishes to take, desired  
place, desired budget, desired school lesson schedule,  
etc.) input by the one who wants leaflet sending  
(client) and presenting (distribution through the net)  
them to the client terminal 40 (PC) on the side of the  
one who wants leaflet sending.

The charging unit 130 has a function of charging  
10 an educational organization according to the volume of  
data at new registration or updating of contents data  
(contents described with such electronic document  
description languages as SGML and HTML) of an electronic  
leaflet conducted at the electronic leaflet generation  
15 unit 20 and a function of charging an educational  
organization according to the volume of data at new  
registration or updating of contents data (contents  
described with such electronic document description  
languages as SGML and HTML) of an electronic leaflet  
made in the electronic leaflet data base 30. The  
functions are realized by a computer resource (to be  
specific, a CPU (central processing unit), a memory, a  
hard disc or the like) and a program managed by the  
server 210.

25 By thus charging an educational organization  
according to the volume of data at new registration or  
updating of contents data (documents and images

described with such electronic document description languages as SGML and HTML) of an electronic leaflet conducted at the server 210 and charging an educational organization according to the volume of data at new  
5 registration or updating of contents data (contents described with such electronic document description languages as SGML and HTML) of an electronic leaflet made in the electronic leaflet data base 30, the system produces the effect of reliably executing processing of  
10 charging an educational organization as a user of a web site on the server 210 side according to service contents.

15 Next, charging operation of the electronic leaflet system 200 of the present embodiment will be described with reference to the flow chart of Fig. 5.

First, when the client terminal 40 (PC) on the side of one who wants leaflet sending accesses a web site of the server 210 (Step S501), the user access authentication unit 70 checks right to access of the one  
20 who wants leaflet sending (client) (to be specific, registered/not registered as a member, party with which fee is to be charged, etc.) (Step S502). Then, when the one who wants leaflet sending (client) has chargeable right to access (Step S503) (to be specific, when one  
25 who wants leaflet sending is registered as a member), the unit informs the charging unit 130 and the selection supporting unit 60 that access (downloading) to

chargeable moving picture data, voice data and document data by the one who wants leaflet sending (client) is allowed (Step S504).

Responsively, the selection supporting unit 60 receives by means of the question unit 80 various conditions presented by the one who wants leaflet sending (client) allowed by the user access authentication unit 70 to access by clicking an icon (in practice, icon displayed on a display (not shown) of the client terminal 40 (PC) of the one who wants leaflet sending) in a web site of the server 210 to designate various kinds of selection items set in advance related to icons (to be specific, ability and qualification (to be specific, age, sex, etc.) required for taking a chair and a lecture meeting, budget, school lesson schedule, qualifying schedule, etc.) (Step S505).

Furthermore, based on the various conditions (to be specific, chairs and lecture meetings the one wishes to take, the degree of difficulty, qualification one wishes to take, desired place, desired budget, desired school lesson schedule, etc.) received by means of the electronic leaflet presenting unit 90, search the electronic leaflet data base 30 and select, from among chargeable (target to be charged, i.e. target with which fee is charged) electronic leaflets (leaflet data described with such electronic document description languages as SGML and HTML) accumulated in the

electronic leaflet data base 30, a chargeable (target to be charged, i.e. target with which fee is charged) electronic leaflet matched the most to various conditions input by the one who wants leaflet sending 5 (client) (to be specific, chair and lecture meeting the one wishes to take, the degree of difficulty, desired qualification to take, desired place of a chair or a lecture, desired budget, desired school lesson schedule, etc.) (Step S506) to present (distribution through the net) 10 them to the client terminal 40 (PC) on the side of the one who wants leaflet sending through the internet 10 (Step S507).

Responsively, the charging unit 130 charges the one who wants leaflet sending (client) according to 15 conditions of accesses to a chargeable (target to be charged, i.e. target with which fee is charged) electronic leaflet (in other words, execute settlement procedure) (Step S508).

When chargeable moving picture data, voice data 20 and document data are sent to the chargeable client terminal 40 (PC) of one who wants sending of a leaflet (target with which fee is charged) through the internet 10 (net distribution), the charging unit 130 also executes processing of charging the one who wants 25 sending of a leaflet (client).

As described in the foregoing, the present embodiment produces the effect of selecting, from among

electronic leaflet (data of leaflets (ordinarily, printed leaflet) provided by the side of a provider of teaching materials) of attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings held by a plurality of educational organizations including universities, preparatory schools, professional schools, various kinds of schools, training schools, cultural schools (e.g. cooking, instrument play, etc.) and private schools for elementary schools, secondary schools and high schools, a predetermined number (or at least one) of electronic leaflets matched the most to various conditions input by one who wants leaflet sending (client) (to be specific, chair and lecture meeting the one wishes to take, the degree of difficulty, desired qualification to take, desired place of a chair or lecture meeting, desired budget, desired school lesson schedule, etc.) in descending order of suitability and presenting (distribution through the net) them to the one who wants leaflet sending (client) by designating various kinds of selection items (to be specific, ability and qualification required for taking a chair or a lecture meeting (age, sex, etc.), budget, school lesson schedule, qualifying schedule, etc.) set on a window using an icon within the web site.

Therefore, one who wants leaflet sending (client) is allowed to browse leaflets of attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs or lecture meetings held by educational organizations including universities, preparatory schools and private schools on an icon displayed on a display (not shown) of the PC (client) terminal 40 on the side of one who wants leaflet sending) of the one who wants leaflet sending (client) through the internet 10 in descending order of suitability to his or her own ability, budget, schedule, etc. As a result, by making the most of interactivity characteristic of the internet 10 and web browser (browsing software), a leaflet (electronic leaflet) optimum for the one who wants leaflet sending (client) can be obtained in much shorter time, with much less labor and much less costs and to much higher search precision than by a conventional process of watching and selecting printed leaflets using paper media.

Next, an electronic leaflet distribution/browsing method executed by the electronic leaflet system 200 of the present embodiment will be described with reference to the flow charts of Figs. 4, 6 and 7.

The electronic leaflet distribution/browsing method of the present embodiment includes an electronic

leaflet generation process (Step S10, the executing subject is the electronic leaflet generation unit 20), an electronic leaflet data base management process (Step S20, the executing subject is the electronic leaflet system 200), a selection supporting process (Step S30, the executing subject is the selection supporting unit 60) having an electronic leaflet presenting process (Step S32, the executing subject is the electronic leaflet presenting unit 90) and a question process (Step S34, the executing subject is the question unit 80), an electronic leaflet browsing supporting process (Step S40, the executing subject is the electronic leaflet browsing supporting unit 50) having the movie reproduction process (Step S42, the executing subject is the movie reproduction unit 100), a user access authentication process (Step S50, the executing subject is the user access authentication unit 70) and a charging process (Step S60, the executing subject is the charging unit 130).

Furthermore, the question process (Step S34, the executing subject is the question unit 80) includes a mock examination sending process (Step S342, the executing subject is the mock examination sending unit 110) and a mock examination determination process (Step S344, the executing subject is the mock examination determination unit 120).

The electronic leaflet generation process (Step

S10, the executing subject is the electronic leaflet generation unit 20) is a process by the server 210 on the side of the web site to make into electronic information the contents data (contents documents and images described with such electronic document description languages as SGML and HTML) related to leaflets (leaflets presented by a supplier of teaching materials (ordinarily, printed leaflets)) of attending-school or correspondence-class (correspondence class 5 realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the Internet, etc.) chairs and lecture meetings held by a plurality of educational organizations including universities, preparatory schools, 10 professional schools, various kinds of schools, training schools, cultural schools (e.g. cooking, instrument play, etc.) and private schools for elementary schools, secondary schools and high schools to generate and output electronic leaflets by designating various kinds 15 of selection items set on a window by using an icon within the web site of the server 210. The process is 20 described with program codes.

The electronic leaflet data base management process (Step S20, the executing subject is the electronic leaflet system 200) is a process of making electronic leaflets generated and output by the electronic leaflet generation process (Step S10, the 25

executing subject is the electronic leaflet generation unit 20) into a data base having a predetermined layered structure (to be specific, data structure in which sub-menus are layered) and preserving the obtained leaflets 5 in the electronic leaflet data base 30. The process is described with program codes.

The selection supporting process (Step S30, the executing subject is the selection supporting unit 60) is a process by the server 210 on the web site side 10 accessible to the internet 10 to select, from among electronic leaflets (leaflet data described with such electronic document description languages as SGML and HTML), at least one electronic leaflet optimum for various conditions presented by one who wants sending of 15 a leaflet (client) and presenting (distribution through the net) the same to the client terminal 40 (PC) on the side of one who wants sending of a leaflet through the internet 10 according to various conditions (to be specific, chair and lecture meeting the one wishes to 20 take, the degree of difficulty, desired qualification to take, desired place of a chair or lecture meeting, desired budget, desired school lesson schedule, etc.) presented by the one who wants leaflet sending (client) by designating various kinds of selection items (ability 25 and qualification required for taking a chair or a lecture meeting (to be specific, age, sex, etc.), budget, school lesson schedule, qualifying schedule, etc. of

attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence-class in the form of distance learning through the Internet, etc.) chairs and lecture meetings 5 held by educational organizations including universities, preparatory schools and private schools) set in advance related to an icon within the web site of the server 210. The process is described with program codes.

The electronic leaflet browsing supporting 10 process (Step S40, the executing subject is the electronic leaflet browsing supporting unit 50) is a process of promoting understanding of contents (contents documents and images described with such electronic document description languages as SGML and HTML) 15 prepared in an electronic leaflet selected as a result of automatic reproduction (movie reproduction, in particular), on a display (not shown) of the client terminal 40 (PC) of one who wants leaflet sending, of contents (contents documents and images described with 20 such electronic document description languages as SGML and HTML) contained in a sub-menu (not shown) prepared in the selected electronic leaflet in response to a request from one who wants leaflet sending (client). The process is described with program codes.

25 User access authentication process (Step S50, the executing subject is the user access authentication unit 70) is a process of checking right to access (to be

specific, registered as a member or not, party with  
which fee is to be charged, etc.) of one who wants  
leaflet sending (client) when the one who wants leaflet  
sending (client) accesses a web site and if the one who  
wants leaflet sending (client) has the right to access  
5 (to be specific, when the one who wants leaflet sending  
is registered as a member), informing the web site side  
server 210 that access to the web site side server 210  
by the client terminal 40 (PC) of the one who wants  
leaflet sending (client) is allowed. The process is  
described with program codes.

When the one who wants leaflet sending (client)  
has no right to access, it is possible to indicate to  
that effect on a display (not shown) of the client  
15 terminal 40 (PC) of the one who wants leaflet sending to  
promote member registration.

The question process (Step S34, the executing  
subject is the question unit 80) in the selection  
supporting process (Step S30, the executing subject is  
20 the selection supporting unit 60) is a process of  
receiving various conditions presented by one who wants  
leaflet sending (client) allowed to make an access by  
the user access authentication process (Step S50, the  
executing subject is the user access authentication unit  
25 70) by clicking an icon (icon displayed on a display  
(not shown) of the client terminal 40 (PC) on the side  
of the one who wants leaflet sending (client)) in the

web site to designate various kinds of selection items (to be specific, ability and qualification required for taking a chair or a lecture meeting (age, sex, etc.), budget, school lesson schedule, qualifying schedule, etc.) set in advance related to icons. The process is described with program codes.

The question process (Step S34, the executing subject is the question unit 80) is also allowed to receive various conditions presented by one who wants leaflet sending (client) allowed to make an access by the user access authentication process (Step S50, the executing subject is the user access authentication unit 70) by clicking an icon (in practice, icon displayed on a display (not shown) of the client terminal 40 (PC) on the side of the one who wants leaflet sending) in the web site to designate through the internet 10 various kinds of selection items (to be specific, ability and qualification required for taking a chair or a lecture meeting (age, sex, etc.), budget, school lesson schedule, qualifying schedule, etc.) set in advance related to icons.

Various kinds of selection items set in the question process (Step S34, the executing subject is the question unit 80) in advance includes conditions related to at least one of ability and qualification (age, sex, etc.) required for taking attending-school or correspondence-class (correspondence class realized by

mailing of printed teaching materials, correspondence  
class in the form of distance learning through the  
Internet, etc.) chairs and lecture meetings presented by  
such educational organizations as universities,  
5 preparatory schools and private schools, budget, school  
lesson schedule and qualifying schedule.

The electronic leaflet presenting process (Step  
S32, the executing subject is the electronic leaflet  
presenting unit 90) in the selection supporting process  
10 (Step S30, the executing subject is the selection  
supporting unit 60) is a process of searching the  
electronic leaflet data base 30 to select, among  
electronic leaflets (leaflet data described with such  
electronic document description languages as SGML and  
15 HTML) accumulated in the electronic leaflet data base 30,  
at least one electronic leaflet matched the most to  
various conditions (to be specific, chair and lecture  
meeting the one wishes to take, the degree of difficulty,  
desired qualification to take, desired place, desired  
20 budget, desired school lesson schedule, etc.) input by  
the one who wants leaflet sending (client).

Then, it is the process of presenting  
(distribution through the net) the selected electronic  
leaflet to the client terminal 40 (PC) on the side of  
25 the one who wants leaflet sending through the internet  
10. The process is described with program codes.

Also in the electronic leaflet presenting process

(Step S32, the executing subject is the electronic leaflet presenting unit 90), search the electronic leaflet data base 30 based on the various conditions (to be specific, chair and lecture meeting the one wishes to take, the degree of difficulty, desired qualification to take, desired place, desired budget, desired school lesson schedule, etc.) received from the question process (Step S34, the executing subject is the question unit 80).

In this process, it is further possible to select, from among electronic leaflets (leaflet data described with such electronic document description languages as SGML and HTML) accumulated in the electronic leaflet data base 30, a predetermined number (to be specific, about ten) of electronic leaflets in descending order of suitability for various conditions input by one who wants leaflet sending (client) (to be specific, chair and lecture meeting the one wishes to take, the degree of difficulty, desired qualification to take, desired place, desired budget, desired school lesson schedule, etc.) and present (distribution through the net) them to the client terminal 40 (PC) on the side of the one who wants leaflet sending (client).

The movie reproduction process (Step S42, the executing subject is the movie reproduction unit 100) in the electronic leaflet browsing supporting process (Step S40, the executing subject is the electronic leaflet

browsing supporting unit 50) is a process of automatically reproducing (movie reproduction in particular) moving picture data, voice data and documents data on a display (not shown) of the client terminal 40 (PC) on the side of one who wants a leaflet to be sent when an electronic leaflet in which moving picture data, voice data and document data are prepared in advance as contents (contents documents and images described with such electronic document description languages as SGML and HTML) is selected by the one who wants a leaflet to be sent (client), thereby promoting understanding of the contents prepared in the selected electronic leaflet. The process is described with program codes.

The mock examination sending process (Step S342, the executing subject is the mock examination sending unit 110) in the question process (Step S34, the executing subject is the question unit 80) is a process of sending question data of a mock examination to the client terminal 40 (PC) on the side of one who wants leaflet sending through the internet 10 when one who wants sending of a leaflet (client) allowed by the user access authentication process (Step S50, the executing subject is the user access authentication unit 70) to make an access clicks the mock examination icon 105 which enables selection of a mock examination for supporting self-determination of basic scholastic

ability or aptitude required for taking attending-school or correspondence-class (correspondence class realized by mailing of printed teaching materials, correspondence class in the form of distance learning through the internet, etc.) chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools. The process is described with program codes.

The mock examination determination process (Step S344, the executing subject is the mock examination determination unit 120) in the question process (Step S34, the executing subject is the question unit 80) is a process of receiving answer data (documents and images described with such electronic document description languages as SGML and HTML) from one who wants sending of a leaflet (client) to mark (correct) the answer data and generating various conditions including current ability of the one who wants leaflet sending (client), ability required for taking a chair or a lecture meeting, a kind of chair or lecture meeting recommended and a specific name of a chair or a lecture meeting to output the generated data to the electronic leaflet browsing supporting process (Step S40, the executing subject is the electronic leaflet browsing supporting unit 50) based on the marking (correction) result. The process is described with program codes.

The charging process (Step S60, the executing

subject is the charging unit 130) is a process of charging an educational organization according to the volume of data at new registration or updating of contents data (contents described with such electronic document description languages as SGML and HTML) of an electronic leaflet conducted in the electronic leaflet generation process (Step S10, the executing subject is the electronic leaflet generation unit 20). The process is described with program codes.

10 The charging process (Step S60, the executing subject is the charging unit 130) also allows charging of an educational organization according to the volume of data at new registration or updating of contents data (contents described with such electronic document description languages as SGML and HTML) of an electronic leaflet made in the electronic leaflet data base 30.

15 Next, description will be made of the charging process (Step S60, the executing subject is the charging unit 130) of the electronic leaflet

20 distribution/browsing method of the present embodiment. First, in a case where when the user access authentication process (Step S50, the executing subject is the user access authentication unit 70) checks right to access (to be specific, registered/not registered as member, party with which fee is to be charged, etc.) of 25 one who wants leaflet sending (client) at the time when the one who wants leaflet sending (client) makes an

access to the server 210 on the web site side, if the one who wants leaflet sending (client) has chargeable right to access (to be specific, the one who wants leaflet sending is a registered member), inform the  
5 charging process ((Step S60, the executing subject is the charging unit 130) and the selection supporting process (Step S30, the executing subject is the selection supporting unit 60) that access to chargeable moving picture data, voice data and document data by the  
10 one who wants leaflet sending (client) is allowed.

Responsively, the selection supporting process (Step S30, the executing subject is the selection supporting unit 60) receives, by means of the question process (Step S34, the executing subject is the question unit 80), various conditions presented by the one who wants leaflet sending (client) allowed to access by the user access authentication process (Step S50, the executing subject is the user access authentication unit 70) by clicking an icon (in practice, icon displayed on  
15 a display (not shown) of the client terminal 40 (PC) on the side of the one who wants leaflet sending (client)) in the web site to designate various kinds of selection items (to be specific, ability and qualification required for taking a chair or a lecture meeting (age, sex, etc.), budget, school lesson schedule, qualifying schedule, etc.) set in advance related to icons.  
20  
25

Furthermore, search the electronic leaflet data

base 30 based on the various conditions received by using the electronic leaflet presenting process (Step S32, the executing subject is the electronic leaflet presenting unit 90) to select, from among chargeable 5 (target to be charged, i.e. party with which fee is charged) electronic leaflets (leaflet data described with such electronic document description languages as SGML and HTML) accumulated in the electronic leaflet data base 30, a chargeable (target to be charged, i.e. 10 party with which fee is charged) electronic leaflet most matched to various conditions input by one who wants leaflet sending (client) (to be specific, chair and lecture meeting the one wishes to take, the degree of difficulty, desired qualification to take, desired place, 15 desired budget, desired school lesson schedule, etc.) and present (distribution through the net) the selected leaflet to the client terminal 40 (PC) of the one who wants leaflet sending through the internet 10.

Responsively, the charging process (Step S60, the 20 executing subject is the charging unit 130) charges the one who wants leaflet sending (client) (in other words, execute settlement processing) according to conditions of access to a chargeable (target to be charged, i.e. party with which fee is to be charged) electronic 25 leaflet. When fee-charging moving picture data, voice data and document data are sent through the internet 10 (distribution through the net) to a chargeable one who

wants sending of a leaflet (client) (target with which  
fee is to be charged), the process also executes  
processing of charging one who wants leaflet sending  
(client).

5 It is clearly understood that the present  
invention is not limited to the above-described  
embodiments and that the embodiments can be  
appropriately modified within a scope of the technical  
idea of the present invention. The number, position,  
10 configuration and the like of the above-described  
components are not limited to those of the above-  
described embodiments and they may be any number,  
position, configuration and the like suitable for  
implementing the present invention.

15 Being thus structured, the present invention  
achieves the following effects.

Firstly, by designating various kinds of  
selection items set in a web site using an icon, a  
predetermined number (or at least one) of electronic  
20 leaflets can be selected and presented to one who wants  
leaflet sending among leaflets of attending-school or  
correspondence-class chairs and lecture meetings  
provided by a plurality of educational organizations  
such as universities, preparatory schools, professional  
25 schools, cultural schools, and private schools for  
elementary/junior/high schools in descending order of  
suitability for various conditions input by the one who

wants leaflet sending (ability and qualification required for taking attending-school or correspondence-class chairs and lecture meetings provided by educational organizations such as universities, 5 preparatory schools and private schools, budget, school lesson schedule, qualifying schedule, etc.).

Therefore, the effect is produced that one who wants a leaflet to be sent is allowed to sequentially browse leaflets of attending-school or correspondence-class chairs and lecture meetings held by such educational organizations as universities, preparatory schools and private schools on a PC of the one who wants leaflets to be sent through the Internet in descending order of suitability for his ability, budget, schedule, etc. As a result, the leaflet (electronic leaflet) most suitable for the one who wants sending of leaflets can be obtained in much shorter time, with much less labor and much less costs and to much higher search precision by making the most of interactivity characteristic of 10 the Internet and web browser (browsing software) than by a conventional process of watching and selecting printed leaflets using paper media.

Secondly, by automatically reproducing the contents (moving picture data, voice data and/or 25 document data) contained in a sub-menu prepared in advance within a selected electronic leaflet in question on a display of one who wants a leaflet to be sent

(client) according to a request of the one who wants a leaflet to be sent (client), among attending-school or correspondence-class chairs and lecture meetings held by such educational organizations as universities,

5        preparatory schools and private schools, a leaflet (electronic leaflet) most suitable for ability, budget, schedule and the like of the one who wants sending of leaflets can be automatically reproduced in the form of movie on the PC of the one who wants sending of leaflets (client terminal on the side of the one who wants leaflets to be sent) through the Internet in descending order of suitability.

10        As a result, the degree of understanding of the contents prepared in a leaflet (electronic leaflet) selected as the leaflet (electronic leaflet) most appropriate for the one who wants the leaflet to be sent can be more drastically improved than by a conventional process of watching and selecting printed leaflets using paper media.

15        Thirdly, the processing of charging one who wants leaflet sending and who is allowed to make an access to fee-charging services can be reliably executed according to the contents of the service by checking right to access of one who wants a leaflet to be sent at the time 20        of access to a web site and allowing the one in question to access the system when the one in question has right 25        to access.

Fourthly, a leaflet (electronic leaflet) most suitable for ability, budget, schedule and the like of one who wants a leaflet to be sent can be automatically reproduced in the form of movie among leaflets of  
5 attending-school or correspondence-class chairs and lecture meetings held by such educational organizations as universities, preparatory schools and private schools on a PC of the one who wants sending of leaflets (client terminal on the side of the one who wants leaflets to be  
10 sent) through the Internet in descending order of suitability by automatically reproducing contents contained in a sub-menu prepared in advance in a selected electronic leaflet in question according to a request of the one who wants a leaflet to be sent on a display of the one in question.  
15

As a result, the degree of understanding of the contents prepared in the leaflet (electronic leaflet) selected as an optimum leaflet (electronic leaflet) for the one who wants a leaflet to be sent can be more  
20 drastically improved than by a conventional process of watching and selecting printed leaflets using paper media.

Fifthly, as moving picture data, voice data and/or document data of a leaflet (electronic leaflet) selected as an optimum leaflet (electronic leaflet) for one who wants leaflet sending, automatic reproduction in  
25 the form of movie on a PC (client terminal on the side

of the one who wants leaflets to be sent) of the one who wants sending of a leaflet through the Internet is possible of data generated by editing scenes of school lessens of attending-school or correspondence-class  
5 chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools which were recorded in the past, data generated by recording and editing interview scenes of students who in the past took attending-school  
10 or correspondence-class chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools, data generated by editing interview scenes of instructors who were in charge of attending-school or correspondence-class chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools which were recorded in the past, or data generated by  
15 editing teaching materials and transcripts of lectures of attending-school or correspondence-class chairs and lecture meetings held by such educational organizations as universities, preparatory schools and private schools in the past.  
20

As a result, more profound sensible comprehension  
25 of the contents and atmosphere of school lessons of chairs and lecture meetings prepared in a leaflet (electronic leaflet) which is selected as a leaflet

(electronic leaflet) optimum for one who wants leaflet sending is enabled than that by a conventional process of watching and selecting printed leaflets using paper media. In other words, providing one who wants leaflet sending with virtual reality space that can not be attained by a conventional process of watching and selecting printed leaflets using paper media more drastically improves the degree of understanding of a leaflet (electronic leaflet) than by a conventional process of watching and selecting printed leaflets using paper media.

Sixth effect is selecting a mock examination which supports self-determination of basic scholastic ability and aptitude required for taking attending-school or correspondence-class chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools, sending question data of a mock examination to the client terminal of one who wants leaflet sending in question through the Internet when one who wants leaflet sending and who is allowed to make an access by the user access authentication unit clicks the relevant mock examination icon within a web site, receiving the answer data from the one who wants leaflet sending to mark the answer data and generating various conditions including current ability of the one who wants leaflet sending, ability required for taking a chair or a lecture meeting,

a kind of chair or lecture meeting recommended and a specific name of a chair or a lecture meeting based on the marking result to select and present a predetermined number (or at least one) of electronic leaflets to the one who wants leaflet sending in question in descending order of suitability for ability and qualification required for taking attending-school or correspondence-class chairs and lecture meetings presented by such educational organizations as universities, preparatory schools and private schools, budget, school lesson schedule and qualifying schedule.

As a result, a chair or a lecture meeting required most by one who wants leaflet sending can be introduced by making the most of interactivity characteristic of the Internet and web browser (browsing software). On the other hand, one who wants a leaflet to be sent is allowed to objectively recognize his or her own weak point and a subject to be supplemented, while an optimum leaflet (electronic leaflet) introducing a chair and a lecture meeting directed to his or her weak point or a subject to be supplemented can be obtained in much shorter time, with much less labor and much less costs and to much higher search precision than by a conventional process of watching and selecting printed leaflets using paper media.

Seventh effect is that by charging an educational organization according to the volume of data at new

registration or updating of contents data of an electronic leaflet conducted at a server and charging an educational organization according to the volume of data at new registration or updating of contents data of an electronic leaflet made in an electronic leaflet data base, reliable execution of processing of charging an educational organization as a user of a server side web site can be realized according to the contents of services.

10           Although the invention has been illustrated and described with respect to exemplary embodiment thereof, it should be understood by those skilled in the art that the foregoing and various other changes, omissions and additions may be made therein and thereto, without departing from the spirit and scope of the present invention. Therefore, the present invention should not be understood as limited to the specific embodiment set out above but to include all possible embodiments which can be embodied within a scope encompassed and equivalents thereof with respect to the feature set out in the appended claims.

15

20